

**CITY OF DELTONA, FLORIDA  
ECONOMIC DEVELOPMENT ADVISORY BOARD MEETING  
TUESDAY, JANUARY 13, 2015**

A Regular Meeting of the Deltona Economic Development Advisory Board was held on Tuesday, January 13, 2015, in the City Hall 2<sup>nd</sup> Floor Conference Room, 2345 Providence Boulevard, Deltona, Florida.

**1. CALL TO ORDER:**

The meeting was called to order at 6:30 p.m. by Chairman Demeter.

**2. ROLL CALL:**

Chairman	Rick Demeter	Present
Vice-Chairman	George Voll	Absent (Excused)
Member	Eric Alexander	Present
Member	Jean Armstrong	Present
Member	Tanya Boggs	Present
Member	Roy Braddy	Absent (Excused)
Member	Joseph Cerrato	Present

Also present: DEDAB City Liaison, Jerry Mayes.

**3. PLEDGE OF ALLEGIANCE:**

**4. APPROVAL OF MINUTES:**

**A. Adoption of Minutes – July 8, 2014:**

**Motion by Jean Armstrong, seconded by Tanya Boggs, to adopt the minutes of the Economic Development Advisory Board Meeting of July 8, 2014, as presented.**

**Motion carried with members present voting unanimous.**

**5. PUBLIC COMMENTS:** None

**6. OLD BUSINESS:** None

**7. NEW BUSINESS:**

**A. City Liaison's Written Report**

Mr. Mayes stated the two page written report is the same document viewed during the DEDAB Sub-committee meeting and he asked the members if there were any questions.

Member Boggs asked if there has been any forward momentum on Item 9, the Commerce Park

Project.

Mr. Mayes replied, yes, he was contacted by Team Volusia the day before regarding a project called Project Horizon.

Member Cerrato arrived at 6:33 p.m. and marked present by Mr. Mayes.

Mr. Mayes discussed the project and stated Team Volusia is interested in 58 acres on the East Side of the property bisected by Normandy Blvd. The project would be a 400,000 square foot distribution center which could be expanded up to 600,000 square feet and would create 300 to 400 jobs. He contacted Mr. Ian Fair, the representative for the owners of the property, who stated only the Eastern side or Western side would be sold and they were not interested in subdividing. The site selector really likes this property and looked at it eight or nine months ago for a million square foot building involving two trucks every minute. The City could not handle that kind of traffic and the project is now being developed in the Daytona Beach area. He stated the City is lacking in the basic infrastructure in property that can be made into a business park. Mr. Mayes submitted a redacted email to the Commissioners with a map of the property and he is requesting an assignment for staff to look at the Eastern side for different options on purchasing the property.

Member Armstrong asked how many acres are on the East side. Mr. Mayes replied just over 100 on the East side and just over 100 on the West side. Chairman Demeter verified the owner does not want to subdivide the land. Mr. Mayes replied they will not subdivide but will sell the East side or the West side. Member Cerrato asked if the asking price is public. Mr. Mayes replied, no, it has not been published and negotiations would have to start.

Member Cerrato asked if the City has considered annexation of the land that would be North of the land Halifax is looking at on the North side of Howland Blvd. (SR 472). Mr. Mayes replied that property is the City of Lake Helen. Member Cerrato asked if there was an unincorporated portion and Mr. Mayes replied the boundaries bump to each other.

Member Armstrong stated that is a shame. Mr. Mayes replied, it is not dead yet and he is trying to work with the Commission to get some action taken. The City has to tell the staff to start negotiations. Team Volusia can then tell the site selector, the City is considering buying the property and the site selector can deal directly with the City.

Member Cerrato stated this is a serious potential project and asked is there a recommendation or a motion the advisory committee can do to look into this further. Mr. Mayes replied if it is done as a recommendation, the motion via DEDAB, it would be at the February meeting. Then corrected himself and stated it would be in May since the quarter would be finished. By then, this deal is gone. If it does not work out with the City, he will try to approach some developers to find investors to buy the property. Mr. Mayes stated he competes against every other City and the County in the region and every City and County in the State of Florida for the basic needs of infrastructure for this City.

Member Boggs asked if there is an estimate on the average wage for Project Horizon. Mr. Mayes

replied, no, but distributors traditionally start out around \$30,000 to \$35,000. These are trained forklift operators, logistics people, etc. and would not be along the lines of a call center. These are considered higher paying jobs at 100 to 115% of the State average which means the State would get involved with incentives.

Member Boggs stated if the Committee would need to make a recommendation and call a special meeting, she thinks everyone here would be in support of that. She stated all of this is non-public information but there are only so many chances at a project like this.

Member Armstrong stated she has been at meetings with Team Volusia and they do not present things unless it is serious. Mr. Mayes replied this came from Enterprise, FL to Team Volusia so it was very specific. The site selector loved the site.

Member Alexander stated there are several owners on that site and Team Volusia does have a qualifying process. He stated you know who owns it and what they probably want. He asked if the City purchases it, would the land be leased. Mr. Mayes replied that would be negotiated.

Mr. Mayes recommended each member call their elected official they represent to show support for Project Horizon and the information will be given to the Commission in the upcoming workshop tomorrow, January 14<sup>th</sup>.

Member Cerrato suggested that one or more members show up at the workshop tomorrow and a special meeting could be scheduled for February. Mr. Mayes replied you can pick up the phone and make any recommendation to your elected official as a citizen of Deltona.

Member Cerrato stated if somebody brings the idea up, this will peak the Commission's curiosity as far as their visioning forum. The timing may be very good to look into the feasibility.

Chairman Demeter agreed the best way to go is to "pick up the phone and put a bug in their ear."

Member Cerrato stated the Retreat meeting tomorrow is more of a visioning thing. Mr. Mayes agreed and stated each Commissioner will pick one topic for a workshop.

Member Boggs asked which tier on the Team Volusia pipeline this project is on. Mr. Mayes replied it is just the beginning. Mr. Mayes stated if this deal does not go through there will be future ones that will not go through because there is a basic infrastructure issue in the City.

Member Alexander stated Howland Crossings zoned office/professional is still sitting empty and asked if the City still owns it. Mr. Mayes replied the City owns the 17 acres in the back and Larry Caballero is the major person dealing with Howland Crossings.

Member Alexander stated Project Horizon is something needed in the City to boost the Activity Center. Everyone would love a hospital or major retailer but he thinks there is a better chance at industrial. Member Alexander confirmed the District he is in.

Mr. Mayes stated the Commissioners will not know about Project Horizon yet.

Member Cerrato stated even if the project does not go through, the leg work should be done to look at options in that area.

**B. 4<sup>th</sup> Quarter Sub-Committee Reports to DEDAB and Approval of Same**

Chairman Demeter asked Mr. Mayes if the 4<sup>th</sup> Quarter Sub-committee report needs approval. Mr. Mayes replied they have already been approved.

**C. Approve 2015 DEDAB Meeting Dates: January 13, April 14, July 14 and October 13, 2015**

Chairman Demeter asked for approval of the meeting dates.

**Motion by Member Boggs, seconded by Member Armstrong to approve the meeting dates for 2015.**

**Motion carried with members present voting unanimous.**

**8. MEMBER COMMENTS:**

Chairman Demeter asked the members to keep comments to three to four minutes.

- a) Member Alexander had no comments at this time and looks forward to 2015.
- b) Member Boggs stated she has no comments. She asked Chairman Demeter, as a member of the Ed/Med Sub-committee, what assignment they are currently working on. Chairman Demeter stated Ed/Med is not currently working on an assignment and has asked the Commission for an assignment. The Sub-committee has asked several speakers to come in on the Educational side. Mr. Mayes stated he is meeting with Dr. Dan Cox, who is the head of Career Education, to try and schedule him for the next Ed/Med meeting. Chairman Demeter stated on the Medical side of the Sub-committee they are getting continual updates from the different hospital and medical facilities.
- c) Member Armstrong stated she is glad to see things are trying to move forward. It is encouraging to see somebody is trying to come into Deltona.
- d) Member Cerrato suggested scheduling a special meeting for February. He stated the Ed/Med Sub-committee does not have a task at this time and the Commerce Park Sub-committee is working on the historical and performing arts. Member Cerrato discussed the possibility of consolidating the Sub-committees to deal with workforce and performing arts, history. He discussed other tasks and processes to look at rather than waiting another three months.

Member Boggs stated this might be a great way to determine the Commission objectives for

2015, coming out of the budget process. To see if the Sub-committees assignments align with what the City is looking toward in the next two to five years.

Member Cerrato stated the new Commissioners may have a different focus and asked when budgets are submitted. Mr. Mayes replied June or July. Member Cerrato stated if items want to be included in the budget, the Committee will have to have time to review them.

Chairman Demeter asked if Member Cerrato wanted to make a motion.

**Motion by Member Cerrato, seconded by Member Boggs to schedule a special meeting on Tuesday, February 10, 2015, 2<sup>nd</sup> Floor Conference Room, 6:30 p.m.**

**Motion carried with members present voting unanimous.**

Mr. Mayes stated he will check with the City Clerk's office on the procedure for a special meeting. Member Cerrato suggested since there is no specific agenda, the members can send requests to Mr. Mayes and they can see what the Commission decides at the workshop and what their direction is.

- e) Chairman Demeter agrees with meeting following the Commission workshop to see what the City's objectives are and to determine how the Committee can help them. He agrees with Member Boggs and stated some items that are being worked on may be obsolete. He encourages the members to pick up the phone and talk to their Commissioner but stated "we have to remember what this Commission is all about, what our task is set before us by the Commission." He stated there are new members on the board with fresh ideas and who knows what could turn out from this.

Member Cerrato added on January 22<sup>nd</sup>, there will be a ribbon-cutting for Riverside Cycle. Mr. Mayes added 777 Deltona Blvd. in Fountains Plaza.

## **9. ADJOURNMENT:**

**Motion by Member Armstrong, seconded by Member Boggs to adjourn the meeting.**

**Motion carried with members present voting unanimously.**

There being no further business, the meeting adjourned at 7:05 p.m.

**ATTEST:**

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**Rick Demeter, Chairman**

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**Sandi Jackson, Recording Secretary**